



Prudential
Seizing
the
Opportunity

Prudential Assurance in Malaysia

Ng Keng Hooi
Prudential Assurance Malaysia
November 2004

Malaysia : History



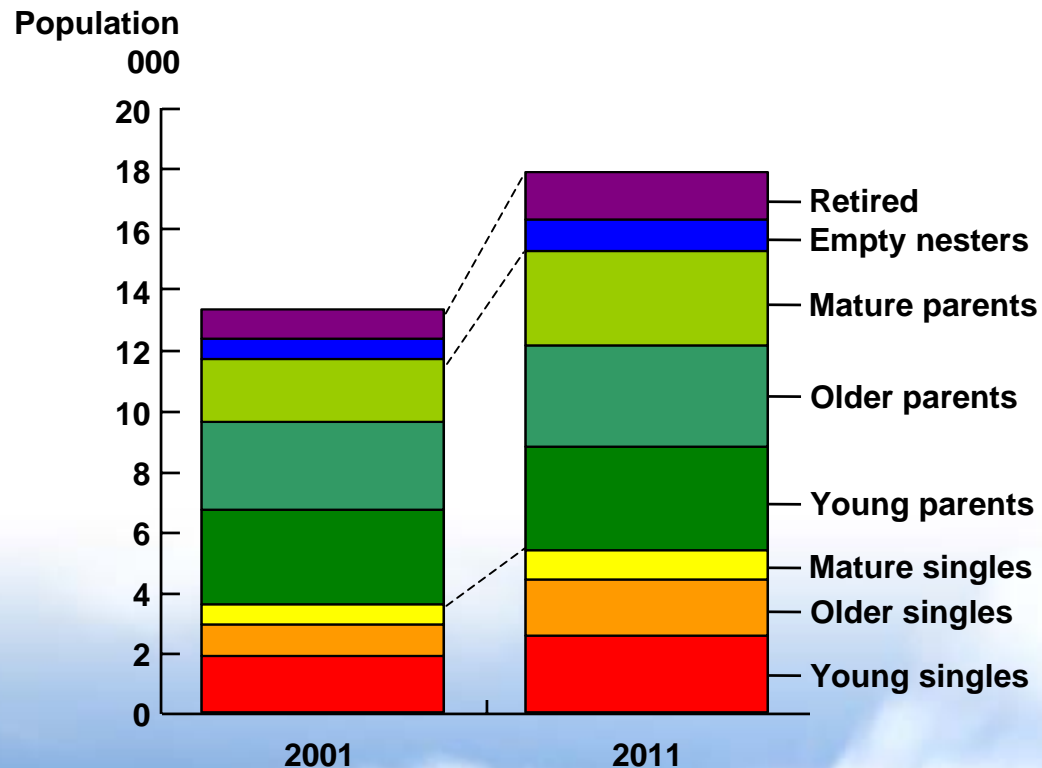
- **Part of British Empire : 1786-1957**
- **Democratic government with constitutional monarchy**
- **More than 150 years of British influence : Institutions and education systems modelled after British systems**





Malaysia : Demographics

Fast growing population : 3% per annum



Population

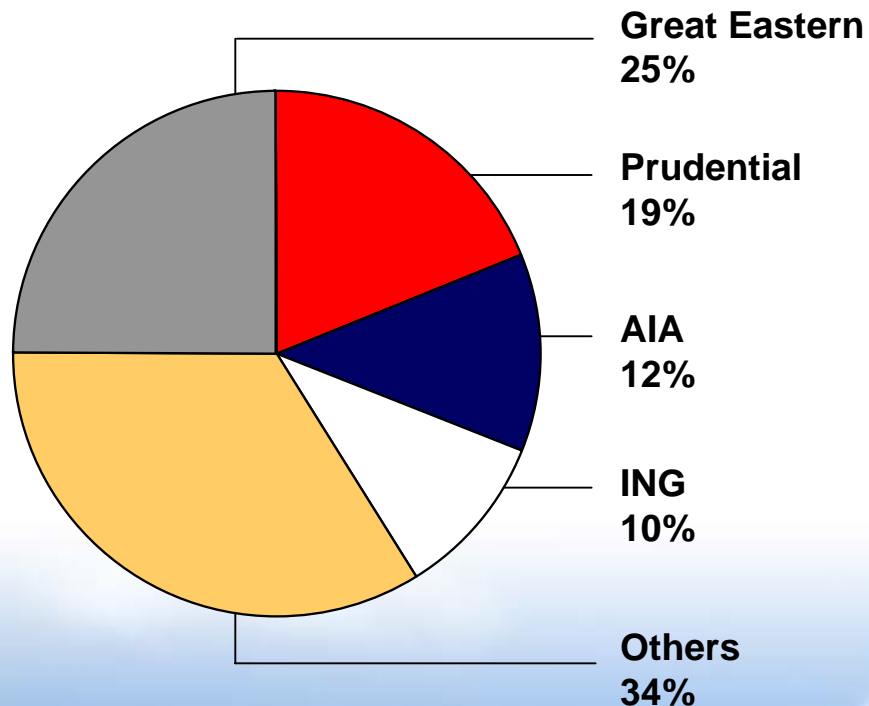
- 25 million
- About 35% middle to high income group*
- Relatively young population
- Mostly married with children : Prime targets for insurance

Prudential's target market

- Middle to high income group

Malaysia : Insurance

Market share versus competitors*



Insurance industry**

- ❑ 16 life insurers, dominated by foreign players
- ❑ Penetration rate : 37%
- ❑ In-force annual premiums in 2003 : £1.5 billion
- ❑ New business regular premiums in 2003: £285 million
- ❑ New business single premiums in 2003 : £420 million

Source :

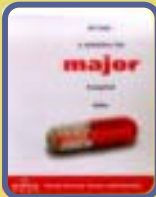



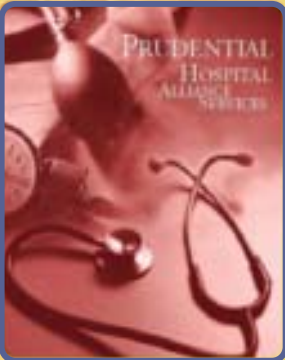







* Life Insurance Association of Malaysia (LIAM) Statistics 2003 for new business, regular premium

** Central Bank's Insurance Annual Report 2003



Prudential Assurance : Key milestones

Established : 1924

1998	1999	2000	2001	2002	2003	2004
 <p>Major medical product</p>	  <p>Pioneer in regular premium investment-linked products</p>	 <p>Bancassurance</p>  <p>Hospital alliance services</p>	 <p>Move to new headquarters</p>	 <p>Restart personal lines general insurance</p>  <p>Process improvement through imaging and workflow</p>	 <p>Bumiputra development strategy</p>  <p>KL monorail anniversary</p>	 <p>80th anniversary</p> 



Prudential Assurance : Vision



To be No 1 in providing financial solutions
No 1 in customer focus
No 1 in creating shareholder value
No 1 in attracting the best people



Prudential as “Employer of Choice”

- Strong multi-national company with a powerful brand
- Reputation for dynamism and growth
- Attracts highly-talented and good quality people
- Environment and opportunities for personal development
- Provides opportunities for career progression outside Malaysia
- Source of talent for China



Prudential Assurance : Executive Committee



Bill Lisle
General Manager,
Business Distribution



Paul Gerard Lim
Chief HR Officer



Ng Keng Hooi
Chief Executive
Officer



Tony Cheong
Chief Financial
Officer



Yoon Mun Thim
Chief Investment
Officer

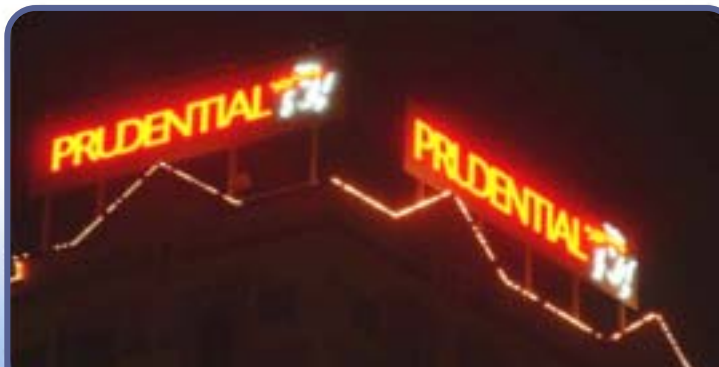
Years with Prudential (average) : 8 years
Financial services experience (average) : 15 years

Prudential Assurance : Branch network

- ❑ **38 branches nationwide occupied by over 400 agency units**
- ❑ **Strong visibility : Convenient service centres**
 - Headquarters at the Golden Triangle, Kuala Lumpur
 - 5 main branches in Kuala Lumpur's vicinity
 - Prominence with strong branding



Penang



Damansara Intan

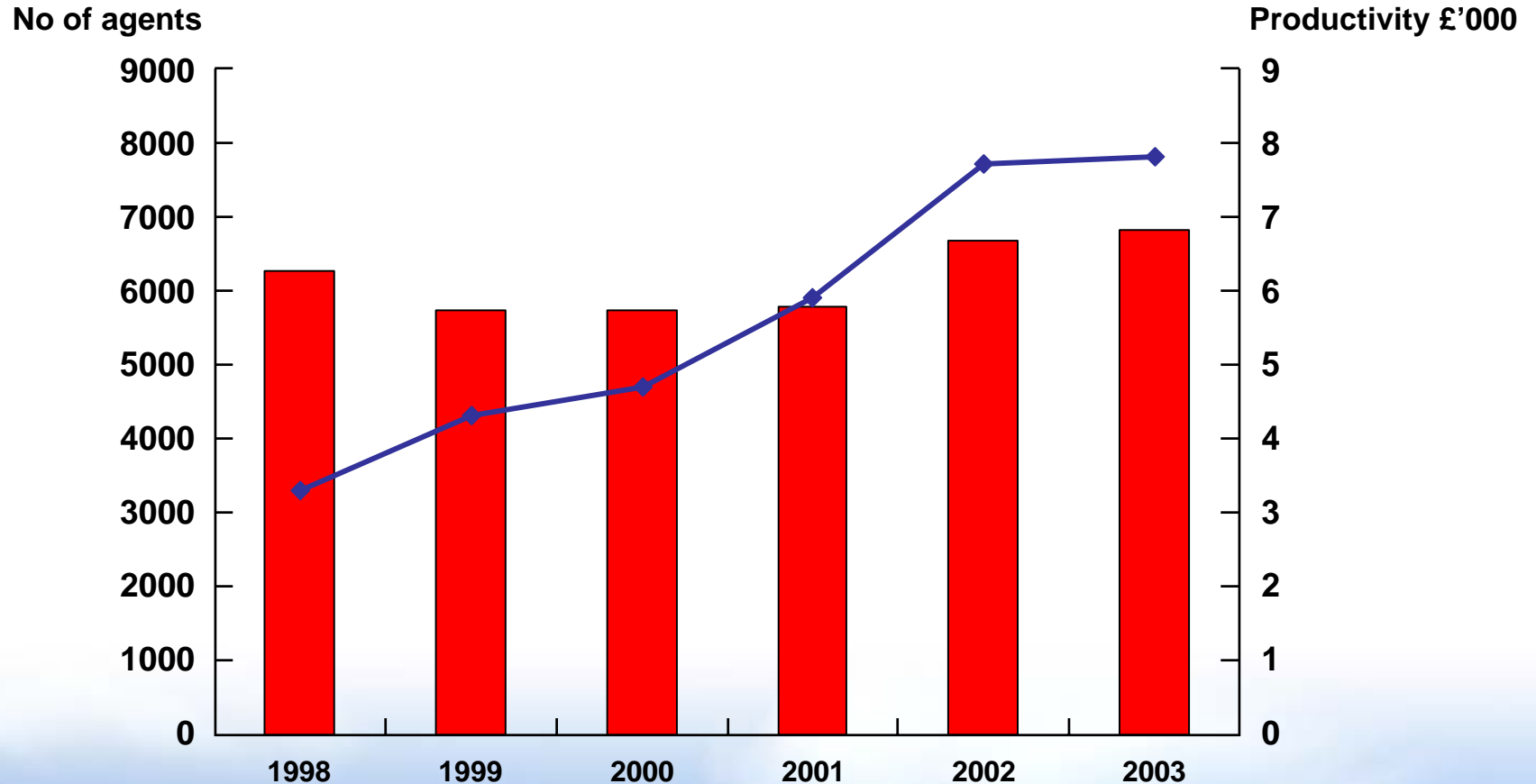


Menara
Prudential



Prudential Assurance : Agency force

Agency growth and productivity



 No of agents	6250	5730	5730	5770	6670	6800*
 Productivity**	3.3	4.3	4.7	5.9	7.7	7.8

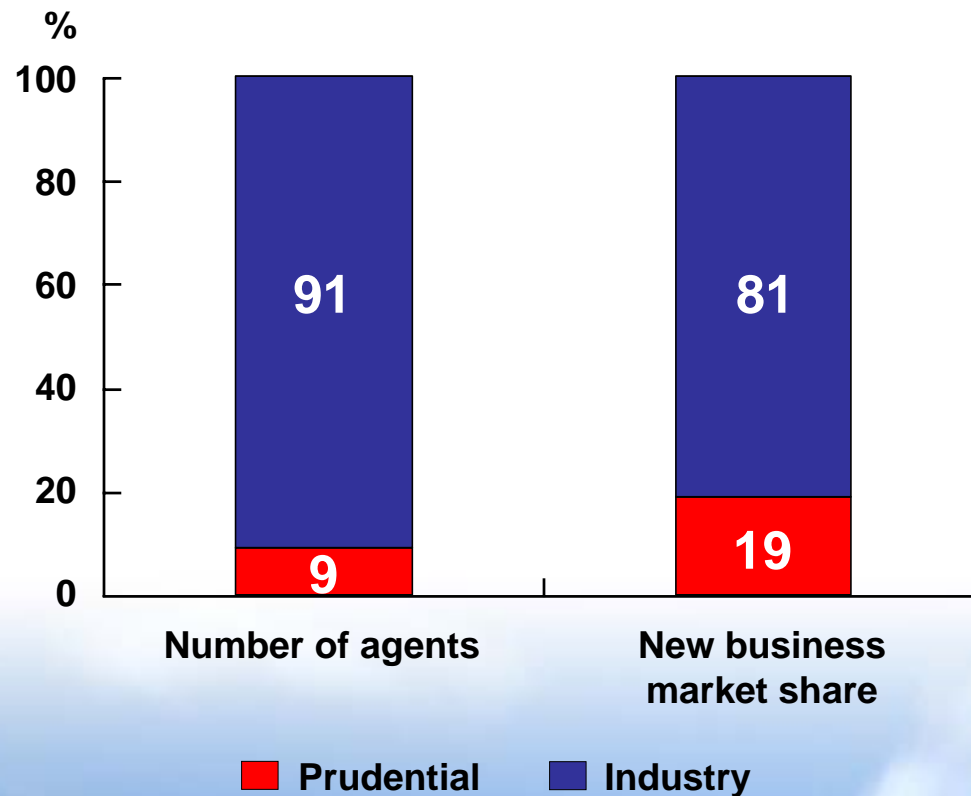
Source : Internal statistics

* After termination of inactive agents

** APE per agent per annum

Prudential Assurance : Agency force

Market leading productivity



**No 1 in agency productivity* :
Prudential £7.8k versus Industry £3.3k
(double industry average)**

Driven by :

- Strong and committed quality leaders
- Attract high quality agents
- Training and development of agents

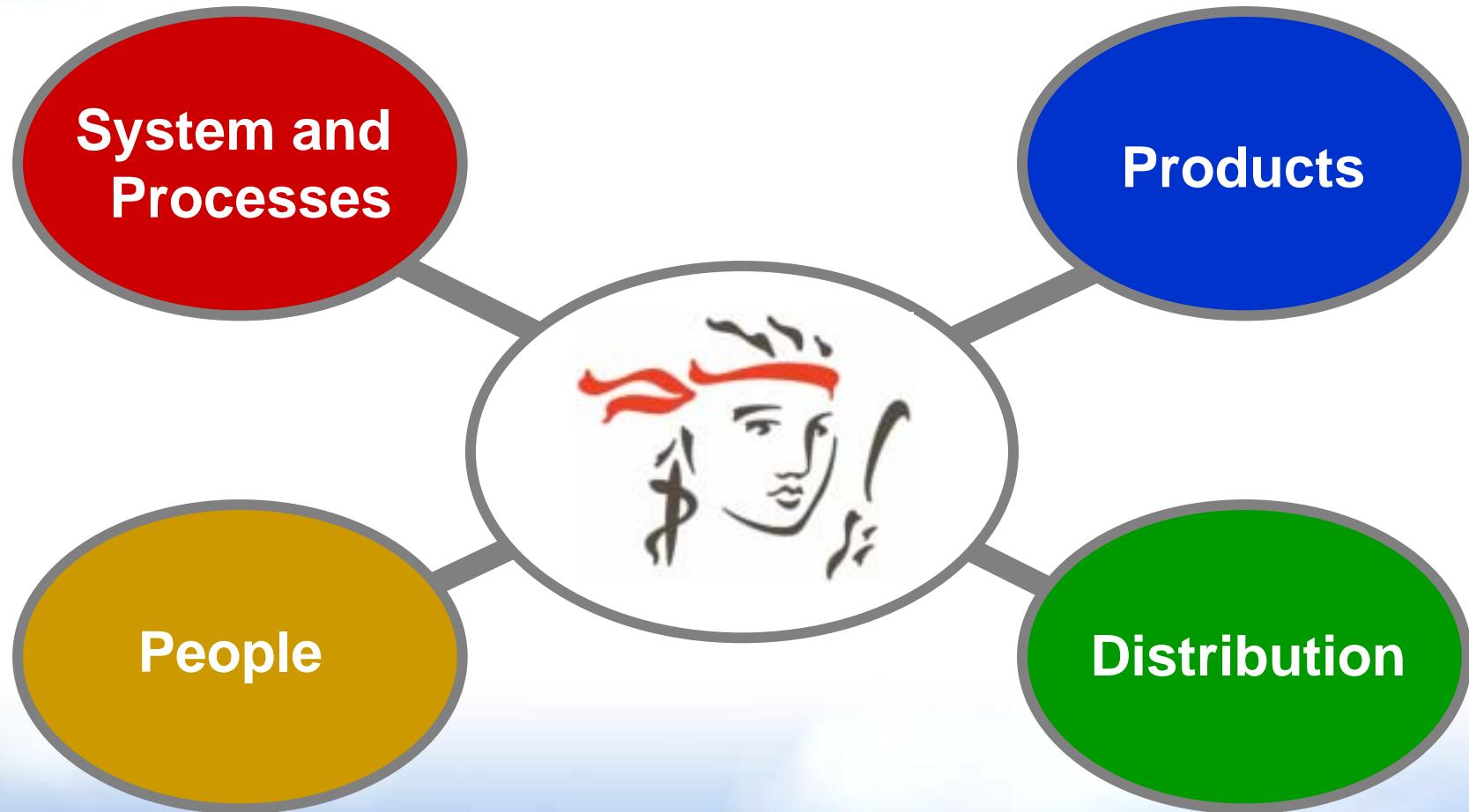
Source :

Number of agents in 2003 : Internal statistics and Life Insurance Association of Malaysia

New business market share in 2003 : Life Insurance Association of Malaysia statistics

* APE per agent per annum

Supporting the region



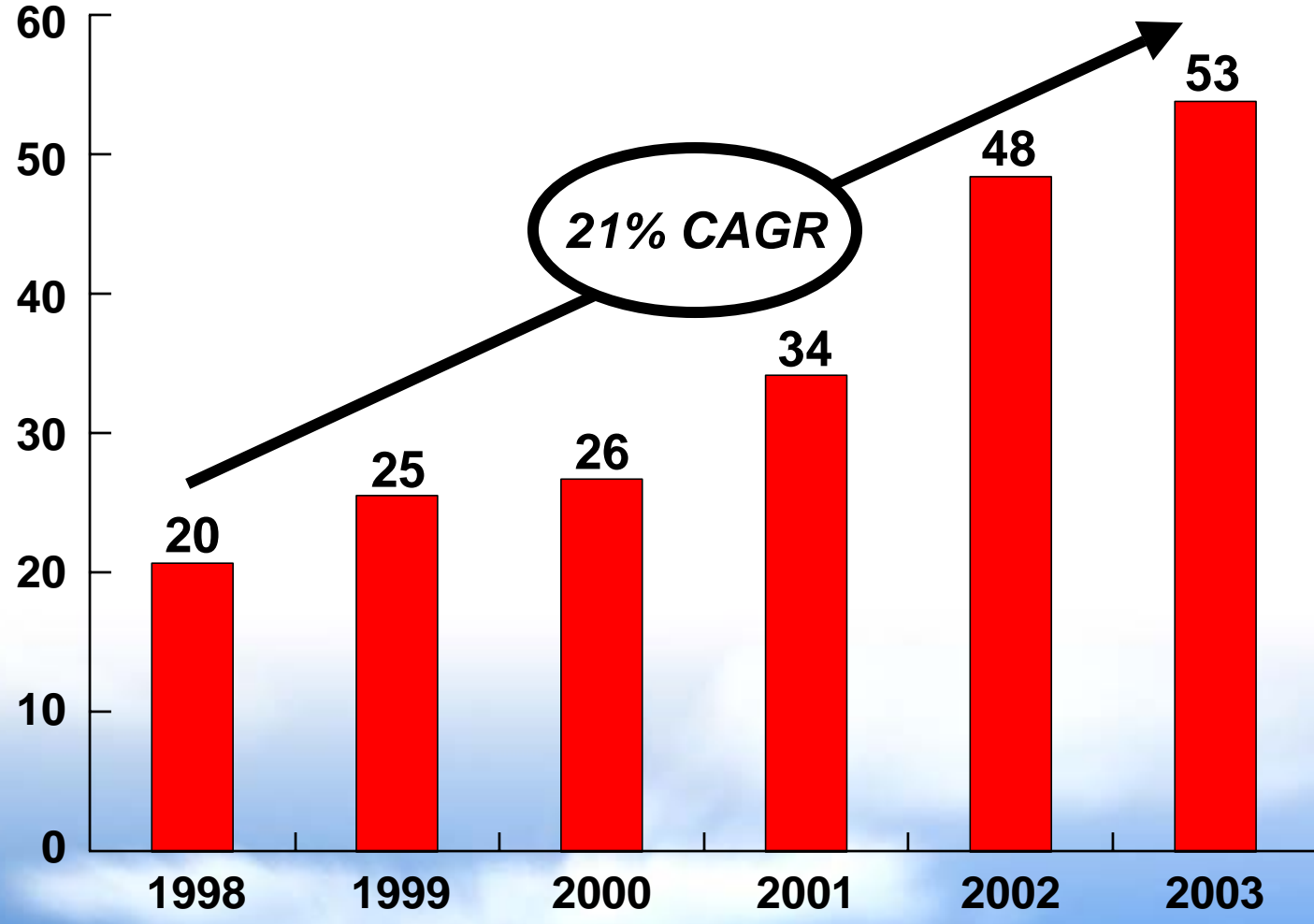
Net provider of capital



Prudential Assurance : Financial snapshots 1998-2003

New business regular premium

£ million

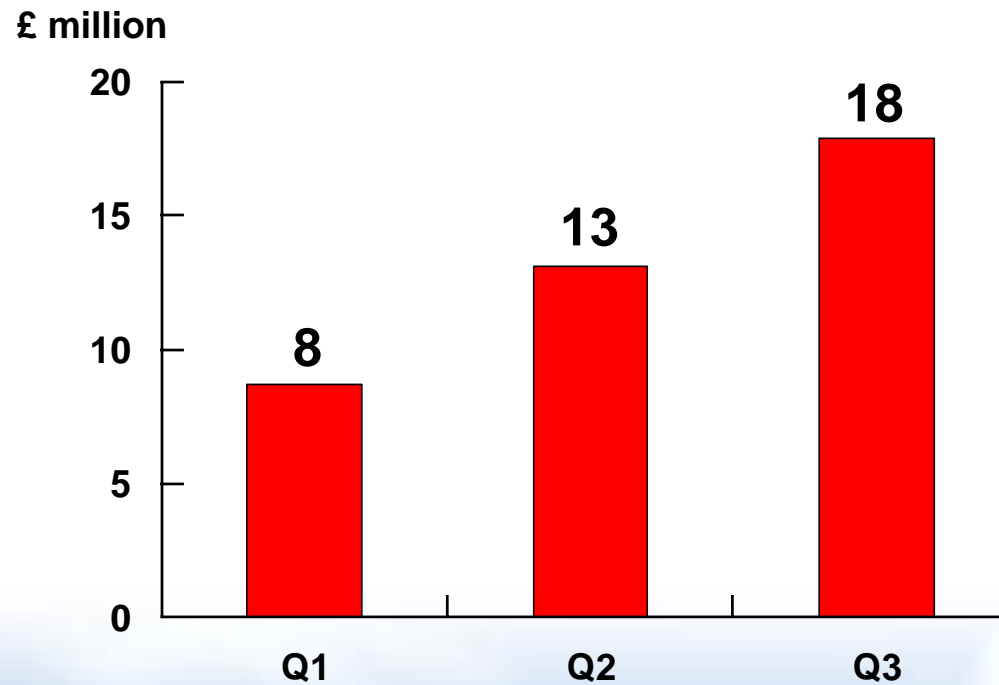


Constant exchange rates



Prudential Assurance : 2004

New business regular premium



Industry





- Medical insurance issues
- Proper Advice Practice

Prudential

- Launched new investment-linked product in Q3
- Mobile connectivity initiative

Prudential Assurance : Looking ahead



Products	Distribution	Customers	Operating model
 <ul style="list-style-type: none">• Leadership in investment-linked• Explore pension opportunity	 <ul style="list-style-type: none">• Sales force automation for end to end pre-and post-sales process	 <ul style="list-style-type: none">• Enhance customer experience as competitive edge	 <ul style="list-style-type: none">• Shared services• Transformation of processing and servicing standards



Summary



- **Prudential is a well-known and trusted name**
- **We have built a strong business**
 - No 2 in the market
 - No 1 for agency productivity
- **Provide strong support to Prudential operations across the region**
- **Strong management team that inspire teamwork, loyalty and passion among staff and sale force**



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Prudential Unit Trusts in Malaysia

Mark Toh

Prudential Unit Trusts Malaysia

November 2004

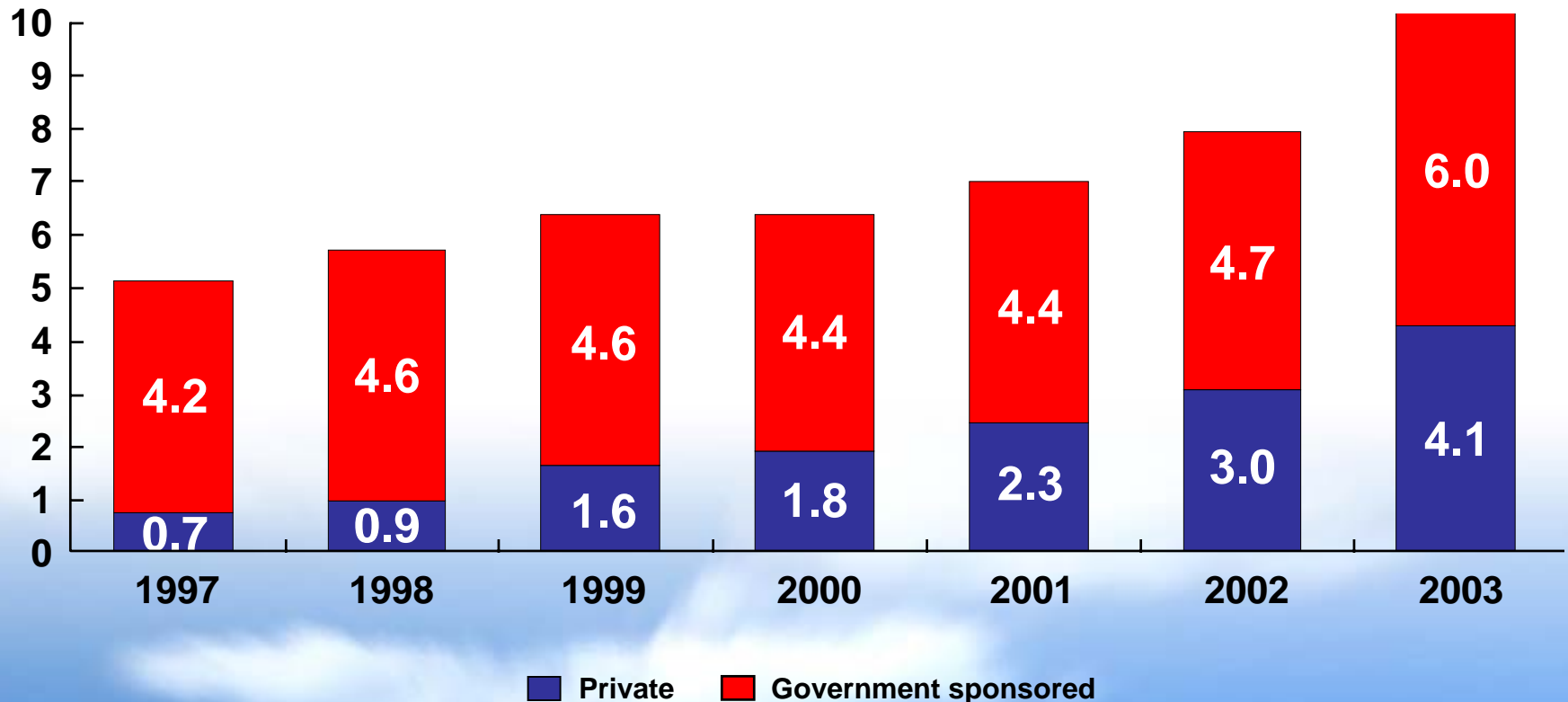


Malaysian Unit Trusts market

Market FUM doubled from £5 billion to £10 billion in past 7 years

Total industry FUM

£ billion

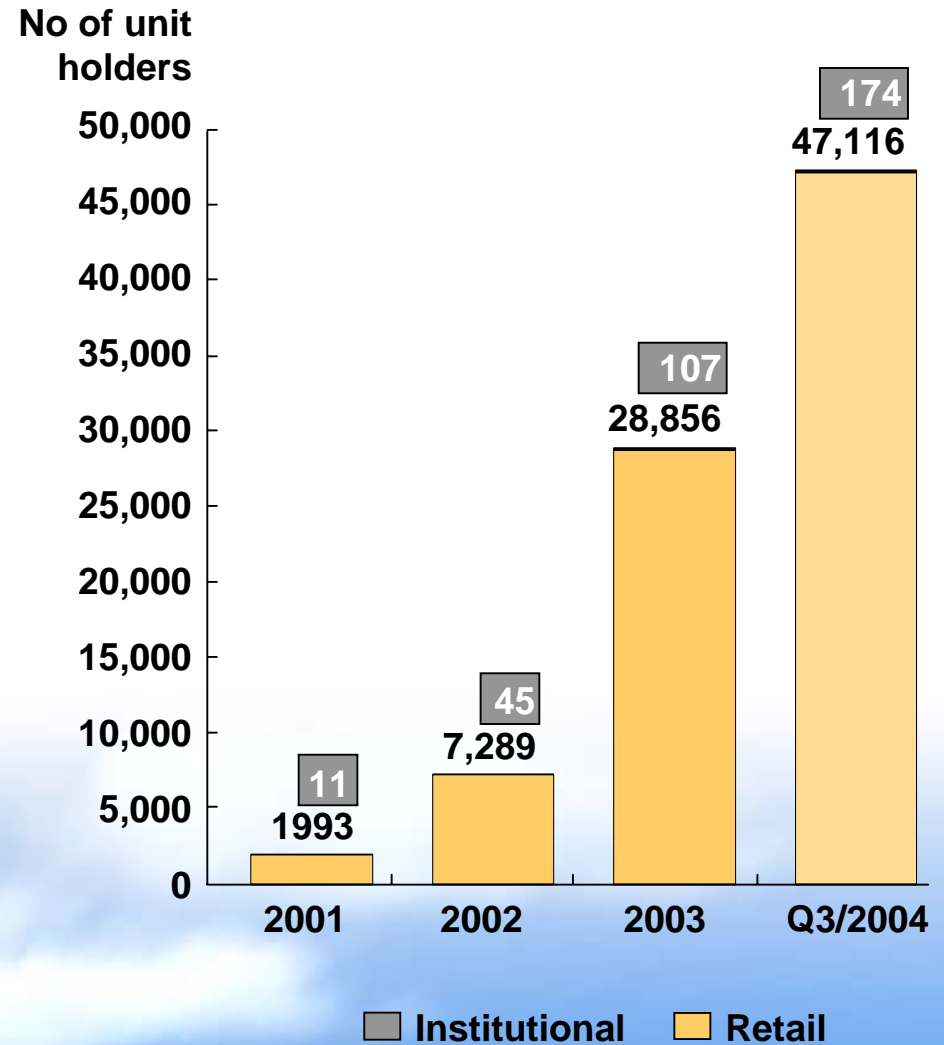
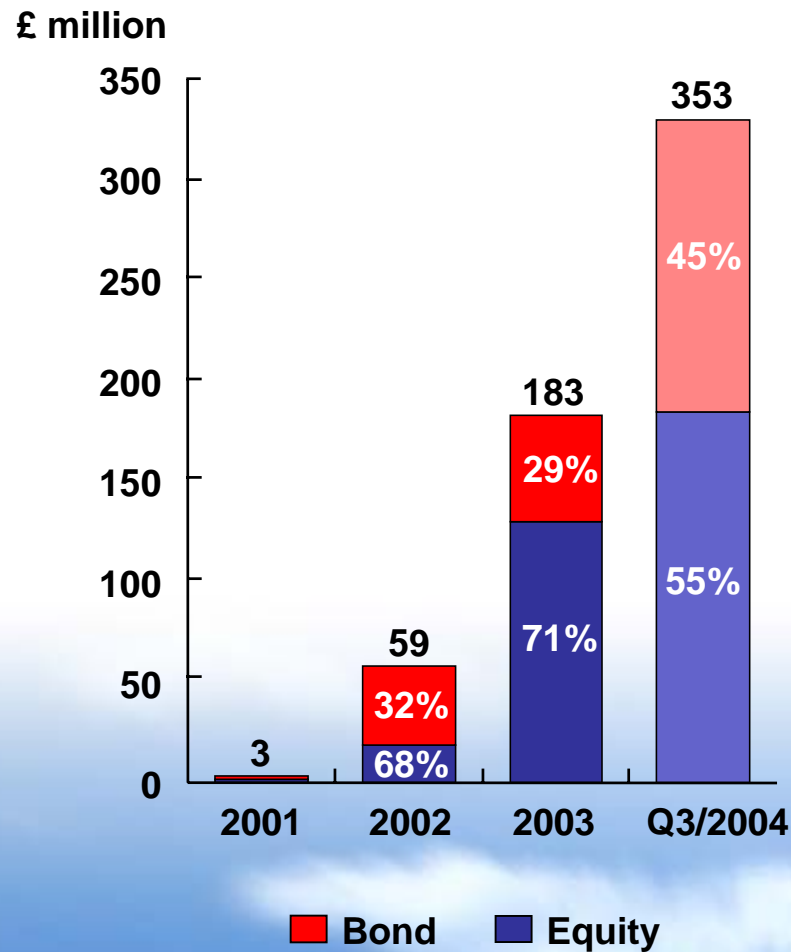




Growth of Prudential Unit Trusts

FUM

Number of customers



Constant exchange rates



Our market ranking

June 2001

UTMC	AUM (GBP mil)	Ranking
KL Mutual Fund	603.8	1
BHLB Pacific Trust	313.2	2
Arab Malaysian	128.6	3
Mayban	125.3	4
Commerce Trust	103.9	5
Phileo Allied Unit Trust	100.9	6
Pacific Mutual Fund	95.2	7
RHB Unit Trust	95.2	8
HLB Unit Trust	83.9	9
OSK-UOB Unit Trust	73.5	10
SBB Unit Trust	46.6	11
Asia Unit Trusts	37.2	12
MBF Unit Trust	34.6	13
CMS Trust	33.3	14
Alliance Unit Trust	24.4	15
Permodalan BSN	22.6	16
Hijrah Unit Trust	21.6	17
TA Unit Trust	13.7	18
BIMB Unit Trust	9.9	19
KL_City –ASMIC	6.1	20
Affin Trust	6.0	21
Abrar Unit Trust	5.4	22
Apex UnitTrust	2.0	23
Prudential Unit Trusts	1.5	24
Kenanga Unit Trust	1.2	25

September 2004

UTMC	AUM (GBP mil)	Ranking
Public Mutual Fund	1,309.3	1
SBB Mutual Berhad	659.6	2
AmInvestment Services	381.9	3
Prudential Unit Trusts	352.6	4
Mayban Unit Trust	331.3	5
Commerce Trust	321.1	6
Pacific Mutual Fund	216.2	7
OSK-UOB Unit Trust Mgt	208.1	8
HLG Unit Trust	199.9	9
RHB Unit Trust Mgt	184.7	10
Avenue Unit Trust Mgt	147.7	11
CMS Trust Mgt	146.9	12
Hwang-DBS Unit Trust	128.8	13
TA Unit Trust Mgt	75.7	14
Alliance Unit Trust Mgt	59.4	15
MAAKL Mutual	50.4	16
Asia Unit Trusts	48.4	17
Permodalan BSN	26.8	18
Affin Trust Mgt	21.7	19
KLCity Unit Trust Berhad	15.0	20
BIMB Unit Trust Mgt	12.2	21
KSC Capital	103	22
Pheim Unit Trust	9.5	23
Phillip Mutual	9.4	24
ING Funds	7.6	25
Apex Investment Services	7.6	26
Kenanga Unit Trust Berhad	2.4	27

Sources : Standard and Poor's Fund Services and Lipper Asia Ltd.

Our innovative and successful products

Prudential's Capital Guaranteed Fund

RM75,000,000
Guaranteed*

Introducing Unit Trust's First Capital Guaranteed Fund

Prudential's Capital Guaranteed Fund is the first unit trust in the world to offer a capital guarantee of at least 100% of your money back at the end of the fund's term. This is a unique feature that sets it apart from other unit trusts. The fund is designed to provide a steady stream of income and capital growth over the long term. It is a suitable investment for investors who are looking for a long-term investment that offers a high level of security and stability. The fund is managed by a team of experienced investment professionals who are committed to providing the best possible returns for their investors. The fund is available in both RM and USD denominations. For more information, please contact your Prudential advisor or visit our website at www.prudential.com.my. *Guaranteed* refers to the capital guarantee of at least 100% of your money back at the end of the fund's term. The fund is subject to market fluctuations and may not meet its investment objectives. The fund is not insured or guaranteed by Prudential plc or any other Prudential Group company. Prudential plc and any other Prudential Group company do not accept liability for any loss or damage to any investment or for any delay in payment of any investment. Prudential plc and any other Prudential Group company do not accept liability for any loss or damage to any investment or for any delay in payment of any investment. Prudential plc and any other Prudential Group company do not accept liability for any loss or damage to any investment or for any delay in payment of any investment. Prudential plc and any other Prudential Group company do not accept liability for any loss or damage to any investment or for any delay in payment of any investment.

UNIT TRUSTS
UNITED OVERSEAS BANK

First in industry to launch Capital Guaranteed Fund

PRUdynamic Fund

The PRUdynamic fund.
At last, a fund that takes advantage of the markets whichever direction they take

PRUDENTIAL
UNIT TRUSTS

Another innovative product which sold out in one week

PRUdana Dinamik

PRUdana dinamik

PRUDENTIAL
UNIT TRUSTS

Islamic version of PRUdynamic Fund sold out in 2 days



Our awards

We make money work so hard we've won three awards.



Winners of the Edge-Lipper Malaysian Unit Trust Awards 2002

PRU growth fund
No. 1 in Equity Growth Funds (1 Year)

PRU small-cap fund
No. 1 in Equity Small Companies Funds (1 Year)

PRU balanced fund
No. 1 in Mixed Asset Balanced Sector (1 Year)



Disclaimer:
The Manager wishes to highlight that past performance of the Funds is no indication of their future performance. Investors are advised to read and understand the contents of the Offer Memorandum before investing. The Offer Memorandum dated 18 May 2002 has been prepared with the assistance of the Securities Commission, which takes no responsibility for its contents. The Manager is available from 9.00 am to 5.00 pm on all business days at the office of the Unit Trusts managed by Prudential Unit Trusts Berhad. The prices of units purchased through agents, if any, may vary from the actual net asset value of the units. Investors should also consider the fees and charges associated with investing. Units are issued upon receipt of a duly completed application form returned to us and accompanying the prescribed amount.

Head Office: Prudential Unit Trusts Berhad (511041-01), Level 8A, Menara Prudential, 18 Jalan Sultan Ismail, 50100 Kuala Lumpur. Tel: 60-2116 8228 Fax: 60-2076 6123 www.prudential.com.my



Only one thing is better than three awards - four awards.



PRU small-cap fund
Winner of the Smllr Companies Malaysia (1 Year) Category at the StarStandard & Poor's Investment Funds Award Malaysia 2003




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Leveraging Prudential Assurance agents



The advertisement features a central puzzle of a woman's face. The puzzle pieces are labeled with financial products: 'Life Assurance' (top left), 'Unit Trusts' (top right), 'General Insurance' (bottom left), 'Wills & Trusts' (bottom center), and 'Investment-Linked' (bottom right). A red ribbon is tied around the woman's head. A small figure of a person is shown placing a puzzle piece labeled 'General Insurance' into the puzzle.

More Than Just Life Insurance
Meeting More of Your Financial Needs

All Prudential we're always striving to provide solutions to meet all your financial needs. With the addition of General Insurance, we're delighted to add one more piece to our portfolio. As your one stop financial relationship provider we now have a complete and complete range of financial products and services that meet all your investment and protection needs. As always, we're not just listening and understanding your needs, we're delivering on these promises too. Call on the friendly face of Prudential today to see just how much we can do for you.

ALWAYS LISTENING. ALWAYS UNDERSTANDING. PRUDENTIAL

ASSET PROTECTION | ASSET CREATION | ASSET ACCUMULATION | ASSET DISTRIBUTION

- Leverage Prudential Assurance's large, professional agency force for Prudential Unit Trusts
- Top 32% of Prudential life agents now licensed to sell unit trusts



Our vision



**To be largest
unit trusts company
in Malaysia offering
innovative and
customer-centric
products**



Summary

- **Strong brand**
 - **Regional resources**
 - **Committed and competent people**
 - **Good working relationship with Prudential Assurance**
 - **Good business relationship with distributors – banks and retail agency**
- 



4th rank in just 3 years





Prudential Seizing the Opportunity



PRUDENTIAL
英國保誠集團

機會

Peluang
機會

oportunidad

MAA CO HOI